

ORDER



WZZM 13

Orders
Order / Rev: 723752
Alt Order #: 06386634
Product Desc: HOEKSTRA 4 SENATE
Estimate:
Flight Dates: 10/22/12 - 10/30/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: Political

Primary AE: Kristen Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Brabender Cox Mihalke/ POL
Buying Contact:
Billing Contact:
 1218 Grandview Avenue
 Pittsburgh, PA. 15211

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Hoekstra,P/ R/ US Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/28/12 | 22 | \$12,990.00 | \$11,041.50 |
| 10/29/12 | 10/30/12 | 6 | \$4,240.00 | \$3,604.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 22 | \$12,990.00 | \$11,041.50 | 0.00 |
| November 2012 | 6 | \$4,240.00 | \$3,604.00 | 0.00 |
| Totals | 28 | \$17,230.00 | \$14,645.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Kristen Waskie | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|-------|-------------------|-----------------|--------------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 1 | WZZM | 10/23/12 | 10/25/12 | M-Su 11-1135p LN M-Su Late News | CM | 11-1135p | -TWT--- | :30 | 3 | \$1,000.00 | P-1 | 0.00 | NM | 3 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -TWT--- | | 3 | | | | \$1,000.00 | | 0.00 | | | |
| 2 | WZZM | 10/23/12 | 10/23/12 | M-F 6-7a M-F Morning News | CM | 6-7a | -T----- | :30 | 1 | \$600.00 | P-1 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -T----- | | 1 | | | | \$600.00 | | 0.00 | | | |
| 3 | WZZM | 10/29/12 | 10/30/12 | M-F 6-7a M-F Morning News | CM | 6-7a | MT----- | :30 | 2 | \$600.00 | P-1 | 0.00 | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | MT----- | | 2 | | | | \$600.00 | | 0.00 | | | |
| 4 | WZZM | 10/23/12 | 10/26/12 | M-F 7-9a M-F Good Morning America | CM | 7-9a | -TW-F-- | :30 | 3 | \$600.00 | P-1 | 0.00 | NM | 3 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -TW-F-- | | 3 | | | | \$600.00 | | 0.00 | | | |
| 5 | WZZM | 10/22/12 | 10/26/12 | M-F 12-1230p Noon News | CM | 12-1230pm | M--F-- | :30 | 2 | \$480.00 | P-1 | 0.00 | NM | 2 | \$960.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | M--F-- | | 2 | | | | \$480.00 | | 0.00 | | | |
| 6 | WZZM | 10/30/12 | 10/30/12 | M-F 12-1230p Noon News | CM | 12-1230pm | -T----- | :30 | 1 | \$480.00 | P-1 | 0.00 | NM | 1 | \$480.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 723752
 Alt Order #: 06386634
 Flight Dates: 10/22/12 - 10/30/12

Advertiser: Hoekstra,P/ R/ US Senate
 Product Desc: HOEKSTRA 4 SENATE
 Estimate:

WZZM 13

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|------|-------------------|-----------------|--|-------|------------------------------------|---------|-----|-------------|------------|-----|---------------|------|-------------|------------|
| 6 | WZZM | 10/30/12 | 10/30/12 | M-F 12-1230p Noon News | CM | 12-1230pm | -T----- | :30 | 1 | \$480.00 | P-1 | 0.00 | NM | 1 | \$480.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | 1 | | | \$480.00 | | | 0.00 | | | |
| 7 | WZZM | 10/24/12 | 10/25/12 | M-F 1230-1p Judge Judy | CM | 1230-1p | --WT--- | :30 | 2 | \$165.00 | P-1 | 0.00 | NM | 2 | \$330.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --WT--- | | 2 | | | \$165.00 | | | 0.00 | | | |
| 8 | WZZM | 10/25/12 | 10/26/12 | M-F 530-6pm M-F News | CM | 530-6p | ---TF-- | :30 | 2 | \$650.00 | P-1 | 0.00 | NM | 2 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---TF-- | | 2 | | | \$650.00 | | | 0.00 | | | |
| 9 | WZZM | 10/30/12 | 10/30/12 | M-F 530-6pm M-F News | CM | 530-6p | -T----- | :30 | 1 | \$650.00 | P-1 | 0.00 | NM | 1 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | 1 | | | \$650.00 | | | 0.00 | | | |
| 10 | WZZM | 10/23/12 | 10/25/12 | M-F 6-630p M-F News | CM | 6-630p | -T-T--- | :30 | 2 | \$1,500.00 | P-1 | 0.00 | NM | 2 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T-T--- | | 2 | | | \$1,500.00 | | | 0.00 | | | |
| 11 | WZZM | 10/29/12 | 10/29/12 | M-F 6-630p M-F News | CM | 6-630p | M----- | :30 | 1 | \$1,500.00 | P-1 | 0.00 | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | 1 | | | \$1,500.00 | | | 0.00 | | | |
| 12 | WZZM | 10/23/12 | 10/25/12 | Nightline Nightline | CM | 1135p-1202a | -T-T--- | :30 | 2 | \$410.00 | P-1 | 0.00 | NM | 2 | \$820.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T-T--- | | 2 | | | \$410.00 | | | 0.00 | | | |
| 13 | WZZM | 10/29/12 | 10/29/12 | Nightline Nightline | CM | 1135p-1202a | M----- | :30 | 1 | \$410.00 | P-1 | 0.00 | NM | 1 | \$410.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | 1 | | | \$410.00 | | | 0.00 | | | |
| 14 | WZZM | 10/27/12 | 10/27/12 | WZZM Sat Weekend AM Sat Weekend AM News | CM | 6-8a | -----S- | :30 | 1 | \$100.00 | P-2 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | 1 | | | \$100.00 | | | 0.00 | | | |
| 15 | WZZM | 10/27/12 | 10/27/12 | M-Su Late Run News M-Su Late Run News | CM | 1130p-1205a (11:30 PM-12:05 XM) | -----S- | :30 | 1 | \$230.00 | P-1 | 0.00 | NM | 1 | \$230.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | 1 | | | \$230.00 | | | 0.00 | | | |
| 16 | WZZM | 10/28/12 | 10/28/12 | WZZM Sun Weekend AM Sun Weekend AM News | CM | 6-8a | -----S | :30 | 1 | \$75.00 | P-3 | 0.00 | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | 1 | | | \$75.00 | | | 0.00 | | | |
| 17 | WZZM | 10/28/12 | 10/28/12 | Su 8-9a Su Good Morning America | CM | 8-9a | -----S | :30 | 1 | \$250.00 | P-1 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | 1 | | | \$250.00 | | | 0.00 | | | |
| 18 | WZZM | 10/28/12 | 10/28/12 | Sun Early News Sun Early News | CM | Sun 630-7p (6:30 PM-7:00 PM) | -----S | :30 | 1 | \$525.00 | P-1 | 0.00 | NM | 1 | \$525.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | 1 | | | \$525.00 | | | 0.00 | | | |
| Totals | | | | | | | | | | | | | 28 | \$17,230.00 | |